

# BUTTERFLAKE BREAD

THE KING OF FOODS

—HEALTHFUL  
—WHOLESOME  
—ECONOMICAL

## Martin's Bakery

Cold Drinks—Pastries and Whitman's  
Chocolates

With the coming of a coal peace there remains nothing to worry about except the delivery of coal and the arrival of the bill.—Brooklyn Eagle.

America holds no grudges. We wish the Greeks well in the war in spite of the Greek cafes.

The man who merely blazes away seldom blazes the way.

"Our girls don't know how to love" writes an American singer. But they are practicing.

The returned nickel cigar reports it has seen nothing of the absent nickel abroad.

One man tells us he has so many girls' pictures they make up a regular rouge gallery.

## MOST PEOPLE KNOW---

That if it is a City Farm or Ranch Loan They can get the Best Service and Options here.

CLAUDE B. HURLBUT

City, Farm and Ranch Loans.  
Citizens National Bank Building. Lubbock, Texas

GET OUR—

CASH AND CARRY PRICES  
LOOK!

20 BARS \$1  
Naptha Soap

Darby & Willeford, Grocers  
North Side of Square

## There are Many Reasons Accounting for So Many People From All Over the Great South Plains Coming to Lubbock to Trade

"What makes this town so popular? I have to be at the station my first time to see half as many people pass through Lubbock as get off here," is a statement an Avelanche reporter heard at the Santa Fe Depot Friday by an out of town man who was passing through our city, the statement being prompted by the fact that when the 1.45 train from toward Slaton arrived in the city enroute to Plainview the coaches were emptied at Lubbock, and the only passengers to grace that train were those who boarded it in Lubbock, the porter, and train crew.

We could not answer the fellows question because of his apparent eagerness to have it put into a half dozen words, but we assure our readers that there is a genuine reason for so many people coming to our city to trade.

First, Lubbock is centrally located, and has splendid railroad facilities; Second, Lubbock, being the hub of the plains, is the ideal of so many about over the Great South Plains that they are always coming our city, and about the first place they take their friends who visit them to show them what is on the plains is Lubbock, and on coming in the city they find that spirit of friendliness, congeniality and personal consideration in all our businessmen that makes them like to come back, and it is very often the case that when they are away from the plains and are asked where they are from that the high ideal they have for Lubbock prompts them to tell their location, adding that their "trading point is Lubbock" whereupon the fellow with whom they are talking immediately recognizes some feature of their home, and is usually so interested in the city as to ask such questions as are common to a place of the importance of Lubbock, giving the plainsman an opportunity to further the boosting spirit so well known here.

Third, Lubbock businessmen are awake to the bigness of the possibilities of making a real town here, and from the fact that their trade territory is exceptionally large, and the number of purchasers so great, that immediate turnover of stocks enables them to sell goods just a little cheaper than the other fellows can, naturally has its tendency to draw large numbers of people to our city.

Fourth, sixth, seventh and on to a half hundred reasons could be given for the popularity of Lubbock, but after all the greatest of these is the fact that Lubbock is Lubbock, "The Hub of the Plains."

### McELROY HAD NOTICEABLE WORK DONE ON LYRIC

Noticeable improvements have been made in the appearance of the Lyric Theatre, which has had its effect upon helping to add to the beauty of Lubbock, and the manager and owner, E. McElroy, is to be congratulated for his willingness to help Lubbock a little ahead in appearance.

It is pleasing to note the many improvements that have been made about over the city, which prove that the businessmen of Lubbock are awake to every opportunity to advance the well-being of the town.

Mildred Hagler of Clovis, New Mexico, passed through Lubbock Thursday enroute to Dallas to attend the State Fair.

Silence is golden. Many a small brother gets a nickel for keeping his mouth shut.

## Judge Lane Says Plains Climate Is A Health Builder

J. B. Lane of Slaton, lawyer, was here Friday transacting business. The experiences Mr. Lane has had since coming to Lubbock county a little more than a year ago are good to hear, and the Avelanche is grateful to him for a visit made to our office while in Lubbock.

He has some of the best booster talk for Lubbock county we have heard, and it is interesting to know that he is a plains booster from the old school.

Judge Lane, for a long time a citizen of Delta County, Texas, had suffered with failing health for several years, and learning of the invigorating climate of the great South Plains, decided to come "west" and see if the magic formula which might return his health to him is enveloped in the atmosphere of the South Plains country, and to his pleasure more than had been hoped for or expected has been found, and his physical condition at this time is a billboard of glaring possibilities, of the healthfulness of the plains, and we are glad to know that Judge Lane has decided that if the plains country would make him well it would keep him well, and he is here "for keeps."

The progressiveness of the people of the plains as compared with the atmosphere created by peoples of other climates is contrasted indeed, and the writer, after close observation and much consideration of the matter, has attributed the superior pep and energy of our people to the superior invigorating properties of the climate of the great South Plains, and has through conversation with others, learned that this is also the consensus of opinion among those who have given any thought to the matter.

No country is one whit ahead of its people, and anyone believing that the great developments realized on the plains country during the past quarter of a century are wholly attributed to the original resources of the soil have another guess coming, for the alertness of the people is more than anything else responsible for what has been accomplished.

## More Equipment Added to Popular Grocery Store

A. G. Hunt, of Hunt's Grocery, has added a very attractive and effective meat cutting machine to the equipment in his store, which is making serving the many customers of that progressive firm a great deal more convenient insofar as meat orders are concerned.

The new machine is a Dayton Safety Slicer, and works on the same principle as other cutters, only instead of the meat being put thru the machine from one way, a piston arrangement which moves the platform upon which the meat is fixed pushes it into contact with the cutter, the speed with which the meat is run thru the cutter and the revolutions of the disc knife being accurately engineered, makes the cut produce very neat, and no doubt its installation will go a long way in helping to please the customers who trade with the genial Hunt.

Staying up with the times is a noticeable characteristic of Lubbock businessmen, and in buying the expensive but efficient machine Mr. Hunt is displaying that characteristic.

When all is done and said the fellow who gets the most out of this life is the one who put the most in it, as we have long since been told, and it is gratifying to note that the businessmen of Lubbock are always a little more generous in purchasing facilities for better serving their customers than merchants elsewhere.

It takes equipment, business judgment, personality and go-get-it-ness to make a town go, and the businessmen of Lubbock have a double portion of these essentials.

H. M. Cowan and mother, Mrs. A. V. Cowan, left Thursday for Itasca, Texas, where they will spend several weeks visiting relatives and old friends. Mr. Cowan was compelled to come to the plains several years ago on account of failing health, and we are glad to know that he has regained strength constantly and reports that as soon as he is in Lubbock again after this trip, he will secure permanent employment, and feels that he will be able to stand work of any character.

Charlie Read was in this city from Hillsboro the first of the week, enroute to Lubbock, where he will spend the winter in the interest of his firm.—Hall County Herald.

## Announcement Extraordinary

The Lyric Theatre is crowded with carpenters, painters and interior decorators the first part of this week and when our doors open Wednesday evening to the public the management believes he will have opened the most luxurious playhouse in your reach.



GLADYS WALTON  
in "THE WISE KID"  
IT'S A UNIVERSAL

DOORS OPEN 7 O'CLOCK  
WEDNESDAY EVE

Presenting as a feature  
Gladys Walton in

## "THE WISE KID"

and a  
GOOD CLEAN COMEDY



SELZNICK  
ELAINE HAMMERSTEIN IN "WHY ANNOUNCE YOUR MARRIAGE"

THURSDAY—ONE DAY ONLY

Would marriage be more successful if husbands and wives have separate apartments?

Is social life a menace to the happiness of a home?  
Can there be true marriage without home and children?  
Should a woman abandon her career when she marries?  
These and other questions will be answered.

FRIDAY AND SATURDAY  
James Oliver Curwood's

## "THE BROKEN SILENCE"

—also—  
"VAUDEVILLE MOVIES"

This is a wonderful program and we want to you be sure and come either Friday or Saturday to see it.

COMING—MONDAY AND TUESDAY  
October 16th and 17th

## "MAN, WOMAN AND MARRIAGE"

LOOK FORWARD TO IT!

LYRIC ADMISSION  
10c & 25c

### GROVESVILLE SCHOOL IS CLOSED FOR ONE MONTH

F. A. Martin, teacher of the Grovesville school, was here Saturday and Sunday visiting homefolks. He reports that the Grovesville school has been closed down for one month, in order that the pupils may help gather the cotton crop.

It is gratifying to know that though the schools are closed down in the fall here, the terms are continued in the spring to give the children benefit of the full school period, which is not practiced in other sections of the country.

The fact that our farmers need their children for a few weeks in the fall does not mean that they are going to rob them of their schooling altogether as in the spring months

when farming is a matter of teams and implements, the children's services are not so much in demand, and at that time schools are kept going, and the fact that statistics prove that each day spent in American schools is worth something like eight dollars to the pupil does not mean that the cotton crop here will be the cause of a great loss for the children.

It sometimes seems as if the war grafters must have got out a sweeping injunction against the Department of Justice.—Ohio State Journal.

People who walk in their sleep should be policemen.

Expecting nothing is an excellent way to get nothing.

SAM S. DENMAN  
Lubbock Insurance Agency  
Phone 96, Conley Bldg.  
Successors to  
Briggs & Denman.

## Examine Your Fire Insurance Policy NOW!

Or if you do not understand it we will gladly do so for you. Remember last week was fire prevention week and flues should have been cleaned out; rat nests should have been cleaned out of closets, etc. We are here to help preventing fires and loss by fire.

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ALWAYS ON THE JOB.  
DAY PHONE ----- 96  
NIGHT PHONE ----- 332  
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